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Malaysian products showroom soon in Cape Town

TO facilitate greater international exposure for Malaysian-made products, a Malaysian businessman is to establish a products showroom in Cape Town, South Africa soon.

MEC Sales & Services Sdn Bhd chief executive officer Ong Eian Siew said Yaacob Arshad, the chairman and chief executive of the Serting group, would dedicate the first three storeys of the firm's office tower, Serting House, to the showroom for Malaysian products.

The office tower, which houses Serting group's head office for South African operations, is located at 86 Loop Street. The Serting group of companies owns Hotel Lady Hamilton in Cape Town.

"The ground floor is to be occupied by Proton (Perusahaan Otomobil Nasional Bhd) while the first floor is for Modenas (Motosikal Dan Enjin Nasional Sdn Bhd).

MEC itself would occupy the last dedicated floor for its wide range of electrical products, he said during an interview in Bukit Raja in Klang, Selangor, recently.

"The proposed showroom has received strong support from the Prime Minister Datuk Seri Dr Mahathir.

"I do not know when Proton and Modenas are to display their products, but for MEC, we will start displaying our full range of electrical appliances in the showroom in March."

Ong said the showroom could further boost MEC's efforts to expand its presence in the international market, in particular the African market.

"The showroom will be a platform for MEC to venture into South Africa's neighbours such as Angola, Namibia and Zimbabwe, and other African nations like Ghana," he said.

He added that MEC was hopeful of starting exporting to these countries by the year-end.

Including South Africa, the company at present exports to a total of 30 countries such as Australia, New Zealand, Kuwait, United Arab Emirates, Bahrain and several European Union nations.

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